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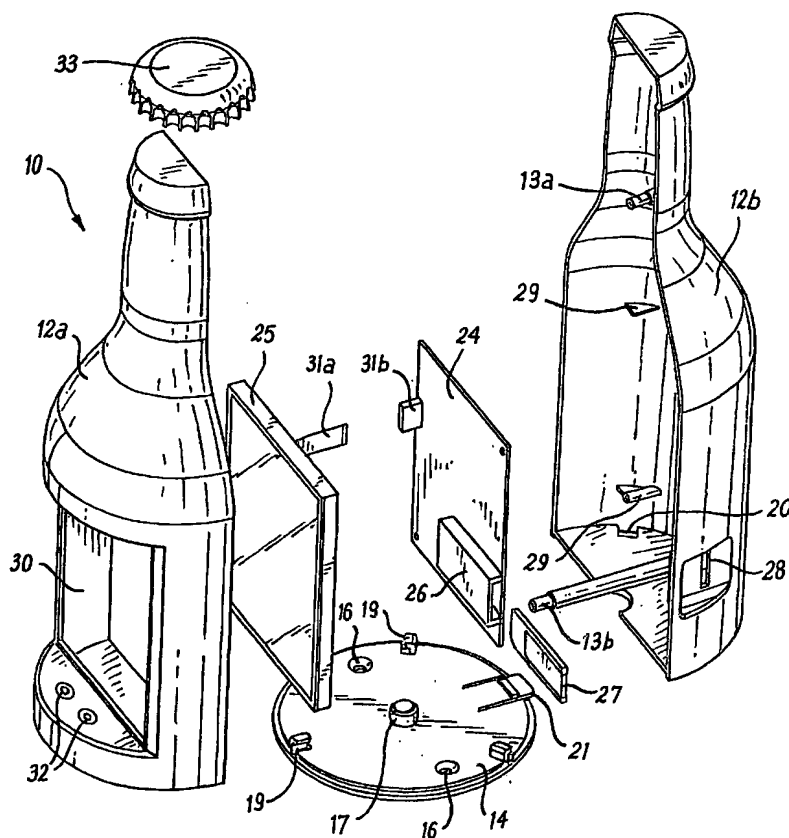
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(54) Title: **DISPLAY DEVICE**



(57) Abstract: An electronic display device and associated system and method is described. In one embodiment, the device is formed as a product replica, having an LCD screen embedded therein for displaying video content. The device has a footprint identical to products in a display area, allowing incorporation of the device into the display with minimal disruption. Arrangements for updating the data content of the device from portable devices or from web-based material are also described.



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